

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

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 * KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous.
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Aug. 9 9:30 A.M.	PRESS BREAKFAST HF. This concern will display its new Fall line of traditional and modern drapery, upholstery and slipcover fabrics at a press breakfast. There will also be a simultaneous press showing at their Chicago showroom, 404 North Wells Street, Chicago, Ill. Publicity: Len Camber, MU. 8-3572.	DECORATIVE FABRICS, INC.	13 EAST 53RD STREET
Thursday Aug. 9 Just out	SPECIALIZED COOK BOOK F. A cook book for those suffering from peptic ulcers and other allied afflictions has been prepared by Sara M. Jordan, M.D. in collaboration with Sheila Hibben. It contains 500 delicious recipes and is called "Good Food for Bad Stomachs," \$2.95. Publicity: Helen Crosby, MU. 8-5300.	DOUBLEDAY & CO.	575 MADISON AVENUE
Thursday Aug. 9	NEW BOOKLET HF. A four page, two-color sales promotion booklet has been prepared for use of decorative fabrics departments. It is titled "Merchandising Decorative Fabrics" and will be mailed to department and specialty stores throughout the country. Contact: James L. Fri, LO. 5-1399.	DECORATIVE FABRICS INST.	500 FIFTH AVENUE
Thursday Aug. 9	NEW PRODUCT HF. "Dianthus" a new fabric by Waverly is reproduced from a famous museum floral document with slight changes to accent the Trail Blazer colors of the Home Fashions League. Contact: Ruth Maybank, MU. 3-7950.	WAVERLY FABRICS	60 WEST 40TH STREET
Aug. 11- Aug. 18	M. INTERNATIONAL TRADE FAIR, LEOPOLDVILLE, BELGIAN CONGO. CONTACT: SEC. OF THE AEME DIR. GEN. AFFAIRES ECONOMIQUE, LEOPOLDVILLE, KALINA, BELGIAN CONGO.		
Sunday Aug. 12- Aug. 14	PORTLAND GIFT & ART SHOW HF. Please Note Change of Date. Due to the fact that the Portland Hotel will be demolished, starting August 16th, this gift show, formerly scheduled for August 26 through 29, will be held at this earlier time. The San Francisco and Seattle show dates remain unchanged. Contact: Kay Leber, Show Mgr., Space 958, 1355 Market St., San Francisco 3, Calif.	WESTERN MERCHANDISE EXHIBITORS ASSN.	HOTEL PORTLAND PORTLAND, OREGON
Aug. 12- Aug. 16	HF. AMERICAN NATL. RETAIL JEWELERS ASSN., WALDORF ASTORIA, NEW YORK CITY. CONTACT: CHARLES T. EVANS, SECTY, 551 FIFTH AVENUE, NEW YORK 17, N. Y.		
Aug. 12- Aug. 15	HF. PITTSBURGH GIFT SHOW, WILLIAM PENN HOTEL, PITTSBURGH, PA. CONTACT: JOHN M. HAMMER, KNOX, PENNSYLVANIA.		
Aug. 12- Aug. 15	HF. WESTERN SILVER, CHINA & GLASS SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES 15, CALIF.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 13, 1951</u>			
Aug. 13- Aug. 16	<u>F.</u> NATIONAL FOOD DISTRIBUTORS SHOW, SHERMAN HOTEL, CHICAGO, ILLINOIS. CONTACT: EMMET J. MARTIN, 110 N. FRANKLIN ST., CHICAGO, ILLINOIS.		
Aug. 14	<u>V-J DAY (TUESDAY).</u>		
Aug. 14	<u>HF.</u> ASHVILLE ANTIQUES FAIR, MUNICIPAL AUDITORIUM, ASHVILLE, TENNESSEE. CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N. Y.		
Aug. 15- Aug. 22	<u>M.</u> CORNISH INDUSTRIES FAIR, TRURO, ENGLAND. CONTACT: CORNISH INDUSTRIES FAIR, HIGH CROSS, TRURO, ENGLAND.		
Aug. 15- Aug. 30	<u>HF.</u> INDUSTRIAL FAIR OF ITALY, GRAND CENTRAL PALACE, NEW YORK, N.Y. CONTACT: FRED PITTEA, SHELTON HOTEL, SUITE 206, NEW YORK, N. Y.		
Aug. 15- Sept. 3	<u>M.</u> RHODE ISLAND STATE FAIR, GREEN INN, KINGSTON, R. I. CONTACT: J. C. MULDOWNEY, KINGSTON, RHODE ISLAND.		
Aug. 15- Sept. 15	<u>F.</u> CHERRY PIE TIME. SPONSOR: NATL. RED CHERRY INST., 332 S. MICHIGAN AVENUE, CHICAGO 4, ILL.		
Aug. 19- Aug. 21	<u>M.</u> NATL. ASSN. OF VARIETY STORES SHOW, ATLANTA, GEORGIA. CONTACT: MARVIN E. SMITH, 1461 MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 19- Aug. 22	<u>HF.</u> WESTERN HOUSEWARES SHOW, BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES 15, CALIF.		
Aug. 19- Aug. 23	<u>HF.</u> SEATTLE GIFT, LAMPS, HOUSEWARES SHOW, OLYMPIC HOTEL, SEATTLE, WASH. CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.		
Aug. 19-24	<u>HF.</u> REGISTERED CALIFORNIA GIFT & DINNERWARE SHOW, HOTEL McALPIN, NEW YORK.		

WEEK BEGINNING MONDAY, AUGUST 20, 1951

Aug. 20- Aug. 24	<u>HF.</u> NEW YORK GIFT SHOW, HOTELS NEW YORKER AND STATLER, NEW YORK, N. Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Aug. 21-25	<u>HF.</u> EIGHTH ANNUAL ADIRONDACK CRAFTSMEN'S FAIR, TOWN HALL, SARANAC LAKE, N.Y.		
Tuesday Aug. 21- Aug. 22	SPRING LEATHER SHOW TANNERS' COUNCIL OF AM. WALDORF-ASTORIA <u>HF.</u> At this showing of top leathers there will be a good representation of manufacturers of upholstery leathers and leathers for lamps, desk sets, wastebaskets and other decorative accessories. Contact: Leif C. Kronen, 100 Gold Street, BE. 3-0494.		
Aug. 21- Sept. 3	<u>F.</u> FOOD SHOW AT CINCINNATI ZOO, CINCINNATI, OHIO. CONTACT: J. F. HENSER, 3400 VINE STREET, CINCINNATI 29, OHIO.		
Aug. 22-25	<u>HF.</u> VERMONT CRAFTSMEN'S FAIR, MEMORIAL HIGH SCHOOL, ARLINGTON, VERMONT.		
Aug. 22- Sept. 3	<u>M.</u> PACIFIC NATIONAL EXHIBITION, EXHIBITION PARK, VANCOUVER, B.C., CANADA. CONTACT: V. BEN WILLIAMS, GEN. MGR., EXHIBITION PARK, VANCOUVER, B. C.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Aug. 23 All Day	PRESS PREVIEW OF MODEL APARTMENT <u>HF</u> . The press is invited to an all-day open house preview of a model apartment decorated by Clara Dudley, color consultant of Alexander Smith. The apartment is in the Hartsdale Building of Bryant Gardens, a new building project by Minskoff & Sons. Contact: Emily Purcell, MU. 9-1300.	ALEXANDER SMITH, INC.	BRYANT GARDENS WHITE PLAINS, N.Y.
Aug. 23-25	<u>HF</u> . PENNSYLVANIA DUTCH DAYS, SPORTS ARENA, HERSHEY, PENNSYLVANIA.		
Aug. 24- Sept. 8	<u>M</u> . CANADIAN NATIONAL EXHIBITION, EXHIBITION PARK, TORONTO, CANADA. CONTACT: ROBERT J. DIXON, ELWOOD HUGHES, EXHIBITION PARK, TORONTO, CANADA.		
Aug. 25- Aug. 30	<u>HF</u> . CLEVELAND GIFT SHOW, CLEVELAND, OHIO. CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
Aug. 25- Sept. 9	<u>M</u> . ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM, SWEDEN. CONTACT: A/B ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM 26, SWEDEN.		
Aug. 26- Aug. 29	<u>HF</u> . OHIO STATE GIFT SHOW, DESHLER WALLICK, COLUMBIS, OHIO. CONTACT: WALTER E. OFFINGER, MGR., 15-117 MERCHANDISE MART, CHICAGO, ILL.		

ADVANCE DATES AND NOTICES

Aug. 28- Sept. 8	<u>HF</u> . NATIONAL RADIO EXHIBITION, EARLS COURT, LONDON S.W. 5, ENGLAND. CONTACT: RADIO INDUSTRY COUNCIL, 59 RUSSELL SQUARE, LONDON W.C.1, ENGLAND.		
Aug. 30	<u>HF</u> . EXHIBIT CERAMICS, WEAVING, CAL. STATE FAIR, SACRAMENTO, CAL. TO 9/5.		
Friday Aug. 31	DIRECT MAIL CONTEST <u>AP</u> . Entries for the 1951 Best of Industry Direct Mail Contest close on this date. The complete instruction sheet will be mailed at once to anyone interested. Address DMAA, 17 East 42nd Street, New York 17, N. Y.	DIRECT MAIL ADV. ASSN.	17 EAST 42ND STREET
Aug. 31- Sept. 9	<u>M</u> . QUEBEC PROVINCIAL EXPOSITION, EXPOSITION PARK, QUEBEC CITY, CANADA. CONTACT: EMERY BOUCHER, DIRECTOR COLISEUM, EXPOSITION PARK, QUEBEC, CANADA.		
Saturday Sept. 1- Sept. 30	BETTER BREAKFAST MONTH <u>F</u> . The month of September, when children start back to school, has been designated as "Better Breakfast Month" with the aim of promoting the sale of breakfast cereals and of persuading the American people to start their day with an adequate and well-balanced meal. Contact: Toni DeLay, Cereal Institute, Inc., 135 South La Salle Street, Chicago 3, Illinois.	CEREAL INSTITUTE, INC.	COUNTRYWIDE
Sept. 2- Sept. 5	<u>F</u> . HOUSTON FOOD FAIR, SHAMROCK HOTEL, HOUSTON, TEXAS. CONTACT: TOM CLOUD, 2621 TRAVIS STREET, HOUSTON, TEXAS.		
Sept. 2- Sept. 5	<u>HF</u> . FALL CHINA & GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G. L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		
Sept. 2- Sept. 6	<u>M</u> . FRANKFURT INTERNATIONAL TRADE FAIR, FRANKFURT, GERMANY. CONTACT: SECRETARY, MESSE-AMT-FRANKFURT-AM-MAIN, GERMANY.		
Sept. 2- Sept. 7	<u>HF</u> . DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 3108 SO. JOPLIN ST., TULSA, OKLAHOMA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 2- Sept. 7	<u>HF.</u> ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 S. OLIVE STREET, LOS ANGELES 14, CAL.		
Sept. 3	LABOR DAY (MONDAY).		
Sept. 3- Sept. 6	<u>HF.</u> YORK ANTIQUES SHOW, Y.M.C.A., YORK, PENNSYLVANIA. CONTACT: MABEL I. RENNER, 483 WEST MARKET STREET, YORK, PENNSYLVANIA.		
Sept. 3- Sept. 7	<u>HF.</u> BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU. 9-7147.		
Sept. 4- Sept. 8	<u>HF.</u> DETROIT GIFT SHOW, HOTELS BOOK CADILLAC AND STATLER, DETROIT, MICH. CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		
Wednesday Sept. 5 Nov. 1 9:30 A.M.- 4:30 P.M.	MODERN PAINTERS EXHIBIT <u>M.</u> The company is presenting the work of Jimmy Ernst, important American painter, at its showrooms. This is one in a series of one-man exhibits by outstanding modern painters made possible through the cooperation of the Sidney Janis, Grace Borgenicht and other galleries. Contact: Gladys Hayes, SA. 2-2873.	LEHIGH FURNITURE CORP.	16 EAST 53RD ST.
Thursday Sept. 6 5:00 P.M.- 7:00 P.M.	PRESS COCKTAIL PARTY <u>HF.</u> A party for the press, by invitation only, will be held to mark the opening of Saks' new Gift Shop at the address above. Publicity: Faith Willcox, MU. 6-0592.	SAKS FIFTH AVENUE	14 EAST 50TH ST.
Thursday Sept. 6- Sept. 7	REGISTRATION PERIOD <u>HF.</u> Candidates for admission to this school must complete admission formalities on these days. The course consists of two semesters of seventeen weeks each. Tuition for the year is \$500. Applications for admission should be made as early as possible. Address: Registrar, Parsons School of Design, 136 East 57th St., New York 22, N.Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 8- Sept. 23	<u>M.</u> INTERNATIONAL INDUSTRIES FAIR, PALAIS DES EXPOSITIONS, GHENT, BELGIUM. CONTACT: G.E. ORLEY, AM. MERCHANDISE MART, 411 FINANCE BLDG., PHILA.2, PA.		
Sept. 8- Sept. 23	<u>M.</u> LAUSANNE TRADE FAIR, LAUSANNE, SWITZERLAND. CONTACT: COMPTOIR SUISSE, PLACE DE LA REPONNE 5, LAUSANNE, SWITZERLAND.		
Sunday Sept. 9	MRS. AMERICA CONTEST <u>HF:F.</u> The 13th annual "Mrs. America" judging will take place. Finalists will be judged 50% on beauty and 50% on homemaking ability including cooking, sewing, crocheting, etc. Contact: Sylvia Greene, WI. 7-9715.	MRS. AMERICA, INC.	ASBURY PARK, N.J.
Sunday Sept. 9- Sept. 15	16TH ANNUAL NEW HAVEN BETTER HOMES SHOW <u>B:HF.</u> Sponsored by the New Haven Register, the 16th Annual New Haven Better Homes Show will feature this year a 6-room ranch style house with 1265 square feet of floor space exclusive of laundry room and garage. The house will be built on the Arena floor. Plans call for it to cost approximately \$18,600. Publicity: Milton Cottler, 220 Park Street, New Haven, Connecticut.	NEW HAVEN REGISTER NEW HAVEN, CONN.	NEW HAVEN, ARENA NEW HAVEN, CONN.
Sept. 9- Sept. 16	<u>HF:B.</u> NATIONAL HOME WEEK. SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONNECTICUT AVE., WASH.6, D.C.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 9- Sept. 16	M. VIENNA AUTUMN FAIR, VIENNA, AUSTRIA. CONTACT: AUSTRIAN TRADE DELEGATE, 25 BROAD STREET, NEW YORK 4, N. Y.		
Sept. 9- Sept. 18	M. COLOGNE TRADE FAIR, COLOGNE, GERMANY. CONTACT: U. S. GERMAN CHAMBER OF COMMERCE, 11 BROADWAY, NEW YORK 4, N. Y.		
Sept. 10- Sept. 15	HF. FALL 1951 BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASSACHUSETTS.		
Sept. 10- Sept. 23	M. CHICAGO INTERNATIONAL TRADE FAIR, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: COL. JOHN N. GAGE, MNG. DIR., 10157 MDSE. MART, CHICAGO, ILL.		
Tuesday Sept. 11- Sept. 12 2:00 P.M.- 4:00 P.M.	PUBLIC FORUM HF. A two day public forum at 980 Madison Avenue will feature illustrated talks on decorations by well-known decorators and designers. Tickets for the two sessions are \$4; single tickets, \$2.50. Open to public, the trade and all decorators. Contact: Miss Helen Hutchins, Exec. Secty., 211 East 49th Street, EL. 5-3534.	AMERICAN INST. OF DEC.	PARKE-BERNET GALLERY
Sept. 11- Sept. 14	HF. TORONTO GIFT SHOW, KING EDWARD HOTEL, TORONTO, ONT., CANADA. CONTACT: H. W. YOUNG, 9 DUKE STREET, TORONTO, ONT., CANADA.		
Sept. 11- Sept. 20	M. INTERNATIONAL TRADE FAIR, UTRECHT, HOLLAND. CONTACT: L. SMILDE, 41 EAST 42ND STREET, ROOM 721, NEW YORK 17, N. Y.		
Sept. 11- Sept. 20	M. ROYAL NETHERLANDS INDUSTRIES FAIR, UTRECHT, HOLLAND. CONTACT: W. FRIEDHOFF, NETHERLANDS CHAMBER OF COMMERCE, 117 PARK ST., LONDON W.1, ENGLAND.		
Wednesday Sept. 12- Sept. 20	STORE OPERATIONS CONFERENCES M. A series of store operations conferences to be presented by the Amos Parrish Organization has been announced by the Carpet Institute, Inc. Dates are: Sept. 12 - Hotel Commodore, N.Y.C., Sept. 13, Merchandise Mart, Chicago, Ill.; Sept. 14, Hotel Statler, St. Louis, Mo.; Sept. 18, Merchandise Mart, San Francisco, Cal.; Sept. 20, Ambassador Hotel, Los Angeles, Cal. All conferences will be held at 2 P.M. There may be a meeting later in September in Atlanta, Ga. Publicity: Melva Chesrown, EL. 5-7651.	AMOS PARRISH ORGANIZATION	NEW YORK, CHICAGO, ST. LOUIS, S.F., L.A.
Sept. 12- Sept. 25	F. INTERNATL. CANNED & PRESERVED FOODS EXHIBITION, PARMA, ITALY. CONTACT: ITAL. CHAMBER OF COMMERCE, 652 GRAND BLDGS., LONDON W.C. 2, ENG.		
Thursday Sept. 13 2:00 P.M.	AUCTION HF. An auction of unusual pieces of furniture and decorative accessories will be held by the New York Chapter of the AID on this date at 980 Madison Avenue. The items may be previewed on September 10, 11, and 12. Open to the public. Contact: Miss Helen Hutchins, Exec. Secty., EL. 5-3534.	AMERICAN INST. OF DEC.	PARKE-BERNET GALLERY
Sept. 15- Oct. 1	M. MARSEILLE INTERNATIONAL TRADE FAIR, MARSEILLE, FRANCE. CONTACT: EMILE GARDEN, 15 MOORE ST., NEW YORK 4, N. Y.		
Sept. 16- Sept. 19	HF. DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		
Sept. 16- Sept. 19	HF. FALL CHINA & GIFT SHOW, HOTEL MUEHLEBACH, KANSAS CITY, MISSOURI. CONTACT: G. L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 16- Sept. 20	<u>HF.</u> PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENN. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sept. 16- Sept. 22	<u>HF.</u> INDUSTRIAL ARTS SHOW, EASTERN STATES EXPOSITION, WEST SPRINGFIELD. CONTACT: C. A. NASH, 1305 MEMORIAL AVENUE, WEST SPRINGFIELD, MASS.		
Sunday Sept. 16- Oct. 7	CHICAGOLAND HOME AND HOME & HOME FURN. COUNCIL CHICAGO, HOME FURNISHINGS FESTIVAL CHICAGO TRIBUNE ILLINOIS <u>B:HF.</u> Approximately 80 new homes, may of them furnished for the event by Chicago and suburban retailers, will be exhibited throughout the Festival. On Sept. 16 a special supplement of the Sunday Tribune will be devoted to news and advertising coverage of home building, home furnishings and home appliances. The houses will be open from 12 M. to 8 P.M. on Saturdays and Sundays, and from 2 to 8 P.M. Mondays through Fridays. Contact: Information Div., Adv. Dept., Chicago Tribune, Chicago, Illinois.		
Wednesday Sept. 19- Nov. 21 7:00 P.M.- 9:00 P.M.	SALES TRAINING COURSE CHICAGO FLOOR COV. ASSN. MERCHANDISE MART <u>HF.</u> A series of ten weekly lectures, open to retail or wholesale salespersons in the Chicago area and limited to 120, will feature talks by outstanding leaders in the floor covering field. Tuition, \$25 for members of the association; \$35 for non-members. Contact for applications: Chicago Floor Covering Assn., Room 13-159, Merchandise Mart, Chicago 54, ILL.		
Sept. 20-29	<u>HF.</u> HOME FASHION TIME, COUNTRYWIDE.		
Thursday Sept. 20- Sept. 29	HOME FASHION TIME HOME FASHIONS LEAGUE, INC. 141 EAST 44TH STREET <u>HF.</u> Several committees of members of this organization have been formed to help promote Home Fashion Time. Esther Parsons, Quantacolor Co., is chairman of the Home Fashion Time Committee. Members working on individual projects are: Louise Nickerson, Simmons Co., program committee; Dorothy Harrower, Dorothy Harrower Assoc., co-chairman of Home Fashion Time Committee and chairman of museum participation; Tamora G. Noyes, Mel Adams & Assoc., chairman of retail committee; Lillian Weiss, chairman of manufacturers' participation; Charlotte Eaton Conway, House Beautiful, chairman of appliances committee; Senora Simmonds of Beatrice West, co-chairman of buying offices participation. The Home Fashions League offers its cooperation and assistance to editors planning special Home Fashions Time editions. This part of the promotion is under the direction of Jane Floyd Buck, Carl Byoir & Assoc., chairman of the publicity committee. Contact: Josephine Brush, MU. 7-8122.		
Thursday Sept. 20- Sept. 30	HOME FURNISHINGS SHOW NATL. HOME FURN. SHOW GRAND CENTRAL PALACE <u>HF.</u> For the third year this show will be held in Grand Central Palace, 480 Lexington Avenue, to coincide with Home Fashion Time, Sept. 20-29. The industrial Designers' Institute has planned an important display slanted toward the consumer which will occupy space on the first floor. In addition a four-foot mural extending completely around the entire mezzanine railing will tell the story of the industrial designer's place in the life of the consumer. Another interesting exhibit will be the "151 Flower Festival for Paris", a duplicate display under glass of the official flowers of the 48 States, 2 Territories and the District of Columbia which are to be presented to the City of Paris at the same time by the New York Botanical Garden. Publicity: Louise Sloane, MU. 6-0045.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 20	BROCHURE ON H.F. TRENDS <u>HF.</u> Simon Manges & Sons, whose rugs and carpets are sold exclusively through decorators, has conducted a nation-wide survey of current tastes and trends in home fashions through the country's decorators. The results have been compiled into a brochure that will be available to the press and to decorators on Sept. 20. The questionnaire was sent to 6000 decorators and the returns add up to an interesting, sometimes surprising, and always informative report. Tabulated in percentages for the nation, the survey is further sub-divided into regions. Accuracy and service are its key-notes. Advance copies for the press are available through Carson-Ruff; copies for decorators through Simon Manges. Publicity: Carson-Ruff Assoc., 366 Madison Avenue, MU. 2-2055.	SIMON MANGES & SON	575 MADISON AVENUE
Sept. 22- Oct. 8	M. METZ FAIR AND EXPOSITION, METZ, FRANCE. CONTACT: FOIRE-EXPOSITION DE METZ, 1 AVE. DE L'AMPHITHEATRE, METZ, FRANCE.		
Sunday Sept. 23- Sept. 27 1:00 P.M.- 10:30 P.M.	14TH ANNUAL NEW HAVEN ANTIQUES SHOW AND SALE <u>HF.</u> This annual show which this year will feature a display of \$600,000 of antiques will be held on these dates. Publicity: Milton Cottler, 220 Park Street, New Haven, Connecticut.	MILTON COTTLER 220 PARK STREET	NEW HAVEN ARENA NEW HAVEN, CONN.
Sept. 23- Sept. 27	<u>HF.</u> WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sunday Sept. 23- Sept. 30	NATIONAL WINDOW WEEK <u>HF.</u> National Window Week has been scheduled to coincide with Home Fashion Time. During this week, stores, magazines, radio and TV stations and newspapers will all promote Window Wear. Publicity: Kimberly Jean Wiss, Steve Hannagan Assoc., 247 Park Avenue, PL. 5-2900.	STEVE HANNAGAN ASSOC.	COUNTRYWIDE
Sept. 24- Sept. 26	M. PERSONNEL CONFERENCE, AMA, WALDORF-ASTORIA, NEW YORK. CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N. Y.		
Sept. 24- Sept. 26	M. ASSOCIATION OF NATL. ADVERTISERS INC., PLAZA HOTEL, NEW YORK. CONTACT: ALICE KENNEDY, C/O ANA, 285 MADISON AVENUE, NEW YORK 17, N. Y.		
Sept. 25- Sept. 30	B:HF. WESTCHESTER BETTER HOMES EXPOSITION, WHITE PLAINS, NEW YORK. CONTACT: R. A. DURK, 201 MAIN STREET, WHITE PLAINS, NEW YORK.		
Tuesday Sept. 25- Nov. 27	FALL LECTURE SERIES <u>HF.</u> The Home Fashions League annual Fall Lecture Series will be held every Tuesday night at the Community Church Center at the above address. Ten panel discussions designed to appeal to all fields of home furnishings will be conducted by a group of distinguished speakers. Price of course, \$17.50, or \$2 for a single lecture. Special price to members, \$15. Contact: Josephine Brush, Home Fashions League, Inc., MU. 7-8122.	HOME FASHIONS LEAGUE	40 EAST 35TH STREET
Sept. 29- Oct. 7	M. DANBURY FAIR, DANBURY FAIRGROUNDS, DANBURY, CONNECTICUT. CONTACT: JOHN W. LEAHY, GEN. MGR., 130 WHITE STREET, DANBURY, CONN.		
Sept. 30- Oct. 4	F. SHOW OF HOSPITALITY & FINE FOODS, MUNICIPAL AUDITORIUM, KANSAS CITY, MO. CONTACT: KEITH R. KEELEY, 210 WEST 8TH ST., RM 601, KANSAS CITY, MISSOURI.		
Oct. 1-2	ROSH HASHONAH (JEWISH HOLIDAY).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY & GARDEN NEWS</u>			
Tuesday Sept. 18- Sept. 19	DAHLIA SHOW G. The annual Dahlia show of this organization will be held in the Colonades Ballroom on these days. Contact: R.B. Farnham, PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE
Friday Sept. 21	ART EXHIBIT HF. An exhibition of the prints and drawings of Toulouse-Lautrec will open on this date. Closing date is indefinite. Hours: weekdays 10 A.M. to 5 P.M.; until 9 P.M. Wednesdays; Sundays, 1 to 5 P.M. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUS. OF ART	82ND ST.& 5TH AVE.
Monday Sept. 24	NEW CERAMIC WORKSHOP M. On this date the fall term opens at the Museum including a new ceramic workshop of fifteen classes in the making of pottery and ceramic sculpture. Other courses offered cover 61 classes in Painting, Life Drawing, Sculpture, Etching, Woodblock cutting and commercial arts. Registrations now being accepted in person and by mail. Contact: NEvins 8-4472.	BROOKLYN MUSEUM ART SCHOOL	EASTERN PARKWAY BROOKLYN, N.Y.

EDITORIAL REQUIREMENTS

For New York Mirror, 235 East 45th Street, New York 17, N.Y.

On Sunday, September 23, the paper will have a special "Inside the Home" section to tie up with Home Fashions Time and the New York Home Furnishings Show. Material will include photographs and copy. Address Prudence Penny.

PERSONNEL CHANGES AND ADDITIONS

Interiors, 18 East 50th Street, New York 22, N.Y.

Deborah Allen is no longer on the regular staff of this publication. New Associate Editors are Jane Fiske and John A. Anderson.

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HOME FURNISHINGS CALENDAR covers all aspects of the home; building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

* * * * *

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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